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(19) **United States**(12) **Patent Application Publication** (10) **Pub. No.: US 2018/0357697 A1**  
Smoot et al. (43) **Pub. Date: Dec. 13, 2018**(54) **RETAIL VENUE PROVIDING AUTOMATED CUSTOMER ASSISTANCE**(52) **U.S. Cl.**CPC ..... *G06Q 30/0625* (2013.01); *G06Q 30/0631* (2013.01); *G06Q 30/0643* (2013.01); *G06Q 10/087* (2013.01)(71) Applicant: **Disney Enterprises, Inc.**, Burbank, CA (US)(72) Inventors: **Lanny S. Smoot**, Thousand Oaks, CA (US); **Steven Makofsky**, Sammamish, WA (US); **Scott F. Watson**, Marina Del Rey, CA (US); **Nitzan Katz**, Pasadena, CA (US)(73) Assignee: **Disney Enterprises, Inc.**(21) Appl. No.: **15/620,572**(22) Filed: **Jun. 12, 2017****Publication Classification**(51) **Int. Cl.***G06Q 30/06* (2006.01)*G06Q 10/08* (2006.01)(57) **ABSTRACT**

According to one implementation, a system for automating customer assistance includes a computing platform having a hardware processor and a memory storing a venue inventory and activity guide software code. The hardware processor is configured to execute the venue inventory and activity guide software code to receive a query from a customer of the retail venue, and determine if the query corresponds to either a retail product or an experience available at the retail venue. If the retail product or the experience is not available at the retail venue, the hardware processor executes the venue inventory and activity guide software code to generate a negative response. If the retail product or the experience is available at the retail venue, the hardware processor executes the venue inventory and activity guide software code to identify a location of the retail product or the experience, and guide the customer to the location.

